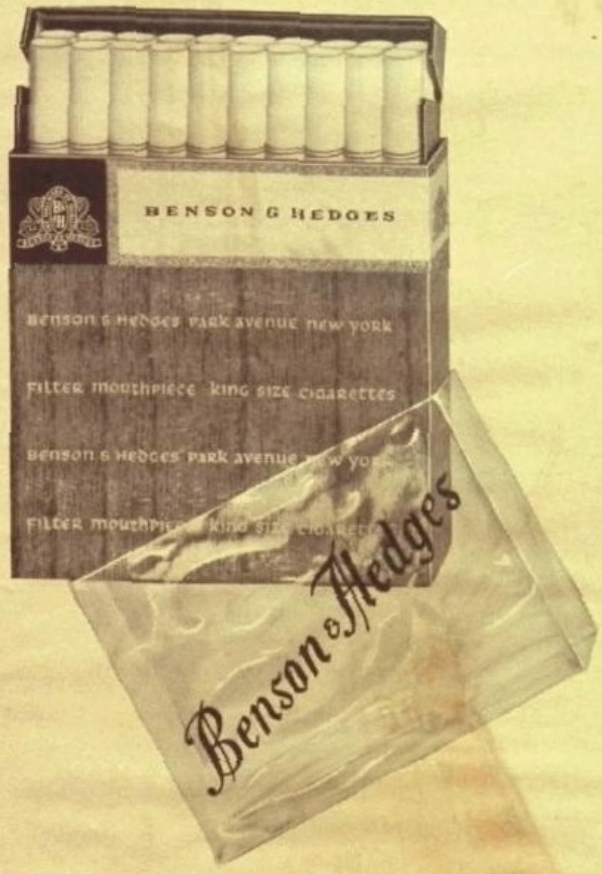

name dropper

■ Slip off the outer wrap of the handsome Benson & Hedges packet. The packet becomes your personal case. The drawer slides open to deliver each cigarette to you in perfect shape, easily accessible.

■ Discover the famous Benson & Hedges filter system. Recessed into the mouthpiece, the filter itself never touches your lips, never intrudes upon your enjoyment.

■ Taste the Benson & Hedges blend of choice tobaccos. Superb tobaccos, skillfully cured, aged and blended. If you appreciate quality, you will recognize why this must be a limited edition cigarette.

With Benson & Hedges you pay more...you get more

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